

## **Best Practices for Chronic Disease Risk Reduction and Tobacco Prevention and Control Grant**

### **COMPREHENSIVE PLANNING GUIDE -- SFY 2007**

(Based on NACCHO Program Components)

Included is a list of ideas to consider when developing a Comprehensive Tobacco Use Prevention Control Plan. Items that are italicized are considered evidence-based and highly recommended from the “The Guide to Community Preventive Services: Tobacco Use Prevention and Control.” Recommendations are based on the strength of the evidence of effectiveness found through a review of published evidence. Decision makers should consider these evidence-based recommendations in light of local needs, goals, and constraints when choosing interventions to implement.

#### **Community Programs**

- *Prevent tobacco Initiation* – Promote non-tobacco use within existing community programs
- *Cessation* – promotion of the *Quitline* within community programs.
- Eliminate disparities within the community
  - *Advocate for funding interventions targeted towards high risk populations*
  - *Assure that program materials are culturally relevant for high risk groups*
- Protecting the public from Environmental Tobacco Smoke (ETS)
  - *Advocate for voluntary or mandated smoke free workplace policies*
  - *Publicly acknowledge smoke free businesses with awards and/or media coverage* (approval needed by KDHE and in conjunction with statewide media plan)
- Conduct a community assessment of tobacco advertising and sponsorship and develop a plan to reduce both (point of purchase policy)

#### **Counter Marketing**

- Combine messages on prevention, cessation and ETS in local programming
  - *Provide mass media education along with other interventions (statewide imitative)*
- *Promote local news stories on clean indoor air and the dangers of secondhand smoke*
- *Develop a media campaign to increase attention or public awareness of tobacco non-use and the positive effects of CIA (approval needed by KDHE and in conjunction with statewide media plan)*
  - *Campaigns are conducted over long periods of time and employ brief, recurring messages to inform and motivate*
  - *Increase public awareness of disparities in tobacco use*
- *Promote policies that prohibit acceptance of tobacco industry dollars and programs by schools*
- Sponsor a community forum in tobacco industry tactics

## Comprehensive Planning Guide

### Cessation

- *Establish population based counseling and treatment programs (Kansas Quitline funded by KDHE, all grantees are required to promote the Quitline. Grant funding does not allow for local cessation programming.)*
- *Advocate for covering treatment for cessation under private and public insurance*
- *Eliminating cost barriers for cessation items*
- *Train health care providers to adopt office protocols to encourage cessation among their tobacco using patients*
  - *Incorporate tobacco use into vital signs assessment*
  - *Develop protocol in clinic which prompt health care providers to refer patients to Kansas Quitline*
- *Publish lists of community cessation resources*

### Enforcement

- *Retailer compliance checks*
  - *Synar Retailer Education Program*
- *Focus civil penalties on retailers – not on youth*
- *Acquire local data on tobacco sales to minors*
- *Youth access ordinance to provide for local retailer compliance*
- *Eliminating tobacco vending machines and self-service displays*
- *Develop enforcement plans for existing school, worksite, and public place policies*

### School Programs

- *Comprehensive tobacco free school grounds policies*
- *Enforce existing school policies*
- *Prevention education*
  - *Education to be provided all grade levels*
- *Youth Empowerment/Youth Lead*
  - *Peer Education*
- *Train teachers*
- *Educate parents*
- *Cessation for students and staff*
- *Evaluation of programs*

### Surveillance

- *Accountability for state policy makers and fiscal oversight*
- *Youth Tobacco Survey (YTS)*
- *Adult Tobacco Survey (ATS)*
- *Gage public reception for public policy*
- *Gage attitude in local policy makers for policy change*

### Administration

- *Recruit and develop qualified and diverse technical, program and administrative staff.*
- *Create an effective internal and external communication system.*